**M&M’s Language Comparisons – Green’s Arrival**

**“In most virtual communities, language is at the heart of communication.”**Abstract

**Languages are clearly affected by the cultures of their speakers. To prove and explain the idea of localization, I chose in my assignment the well-known colorful chocolate M&Ms in three different localized versions than the original one (USA).**

[**http://www.youtube.com/watch?v=JDmRG9-JAL0**](http://www.youtube.com/watch?v=JDmRG9-JAL0)

**It compares Miss Green's debut in four different versions - the original American (Dennis Miller, SNL), British (Dermot O'Leary, Big Brother), French and Middle East. In general, they share a similar setting; an indoor studio talk show. However, the way of representing the Green M&M celebrity guest, the dialogue, the Green’s answers, the window backgrounds; according to different environments and building styles, as well as it’s interaction with other M&Ms are DIFFERENT.**

**As we can see in the American, British, and French versions, Green appears as an author of a new book that has different titles( American: I MELT FOR NO ONE, and British: SWEET ON THE INSIDE). The different titles are obviously not coincidence, but based on the culture of its people. On the other hand, the Middle East version doesn’t concentrate on Green being an author, but just a famous celebrity, which is the result of our culture (Middle East) that doesn’t focus; while making popular TV talk shows, on book authors.**